

Log of Meeting

Subject: Meeting with Consumer Electronics Manufacturers Association (CEMA) on Public Awareness Campaign on TV and TV Cart Tipover

CPSC/OFFICE OF
THE SECRETARY

1999 AUG -4 P 4:33

Date of Meeting: July 27, 1999

Place: CPSC Headquarters, Bethesda, MD

Log Entry Source: Jacqueline Elder, EXHR

Date of Entry: August 2, 1999

Commission Attendees: Robert Franklin, EC
Susan Kyle, EP
Jacqueline Elder, EXHR
Nick Marchica, ES
Russ Rader, EXPA
Troy Whitfield, ES

Non-Commission Attendees: Britt Davis, CEMA
Amy Hill, CEMA
Doug Johnson, CEMA
Tom Mock, CEMA
Sandy Ruitter, Underwriters
Laboratories
Jay Tilley, Product Safety Letter

Summary of Meeting:

CEMA requested the meeting to discuss their plans for a public awareness campaign to "educate consumers about the proper and safe use of televisions and stands." They want to work with several organizations, including CPSC, to plan and implement this campaign. Issues discussed included possible messages and means of dissemination.

CPSC staff agreed to help with dissemination of materials to the extent possible. Staff also expressed interest in working with CEMA to develop the appropriate messages based on information in CPSC's injury data. CEMA agreed to get back to CPSC staff when they have developed a more detailed plan. CPSC staff agreed to send CEMA copies of materials developed for other partnership activities.

8/5/99 SB
CPSA 6 (b)(1) Cleared

☒ No Mfrs/Private Labels or
Products Identified
____ Excepted by ____
____ Firms Notified,
Comments Processed.